

FEBRUARY
2018

FREDRICKSON
LEARNING



COMMUNITY NEWSLETTER

OUR L&D
COMMUNITY
TAUGHT US
FIVE THINGS
ABOUT AGILE

5 KEY LESSONS WE

HEARD FROM OUR AGILE DISCUSSION

For several months now, we've been hearing from contacts in our community who are asking, "What do you know about Agile in learning and development?"

While we at Fredrickson have been working on projects and with clients who are using Agile, we wanted to give them the chance to hear from each other. So, in December, we hosted a small group discussion with several people from the L&D community.



Back row: JoAnn Cintron, Tara Aiken, Molly Hendricks, Jill Stanton, Alison DeRudder Thorpe. Front row: Sarah Walz, Robin Lucas, Dave Lasecke. Not pictured: Amy Keppert.

The information exchange was lively and interesting, and the insights shared left everyone with a little something new to add to their toolset. We wanted to share some of those same nuggets with you. Here is a short list of our top five insights from this conversation:

1. Agile is more than a methodology - it's a mindset.

This was, perhaps, the key take-away from the meeting. Everyone in the discussion expressed frustration at the change when it was looked at as a replacement for ADDIE. However, a key turning point came for several of our participants when they pushed beyond Agile being just another method for getting work done.

"You have to step-back and internalize it," shared JoAnn Citron, Principal L&D Project Manager for C.H. Robinson. This means making the process become part of your daily work habits. The frequent check-ins on progress, being present (even when remote), working small, having constant feedback loops and more touchpoints all contribute to internalizing the methodology.

Everyone agreed that the change doesn't come overnight, and it is harder for those tied to their habits. However, no one felt it wasn't worth the effort to make the change.

2. Stakeholder involvement is crucial.

Along with working small and having touchpoints, all agreed that securing and constantly involving the stakeholders was a key to long-term success. And many indicated this was easier than transitioning their own teams out of the normal processes.

"There's already a lot of leadership support and buy-in for Agile," said Tara Aiken, Sr. Manager L&D Strategy and Logistics, Target, when describing her experience. Others added that there have been successes in both information technology and product development throughout their workplace. Because the business leaders already are familiar with Agile, it makes it easier for those stakeholders to commit when L&D comes to the table saying the same thing.

[\(Click here to read the rest of this article.\)](#)

WE'RE MERGING TWO COMMUNITIES!



The Mobile Learning Network and the Virtual Learning Community are combining! We're creating one big community, called the **"Learning Technology Network."**



Mobile Learning Network (MLN)

Network, talk shop, and learn about mLearning from others in the field. Our goal is to build a community of practitioners (at all levels) interested in mLearning.



Virtual Learning Community (VLC)

This is a leadership-level community focused on virtual learning. Members get to network, talk strategy, and share tips, tricks, and best practices.

Merging these two communities will make it easier for us to have more events. Plus, there was already a lot of crossover interest with topics. If you are in either group, future invitations will all come from our new Learning Technology Network; there will no longer be separate MLN or VLC events.

Potential topics for our new learning technology community:

- mLearning
- Virtual learning
- Video
- LMS
- And more!

Apply to join the Learning Technology Network!

****NOTE*** Mobile Learning Network members or Virtual Learning Community members do not need to reapply. You'll automatically receive invitations for this community.*

Requirements to join:

Participation is open to anyone interested in the topics, regardless of your level of experience or your role (though we do not typically allow competing vendors). There are no membership fees or costs involved.

Want to showcase your "learning technology" project?

Our first event will be a showcase on February 28th (4:00 to 6:00 PM), and we're looking for people with an interesting "learning technology" project. The sky's the limit as long as the project you'd like to share has to do with learning technology and will benefit fellow community members. Projects will be showcased in booths, where folks can walk around and learn. So, you won't need to "facilitate," just be prepared to show your project to others and chat about it.

[Let us know](#) if you'd like to showcase your learning technology project!



5 OBJECTIONS FOR USING VIDEO FOR LEARNING -- AND HOW TO OVERCOME THEM

(Our Learning Team collaborated to write this post.)

"Video is too hard and too complicated for us to do and doesn't serve a good learning purpose." We hear things like this all the time. Many in our community are jumping right into producing and using video in learning, while an equal number of others have been taking a "wait and see" attitude. Whichever camp you fall into, I'm sure you've heard several of the same objections that we have to using video for learning. This post offers our perspective on those objections, and some advice on how to address them.

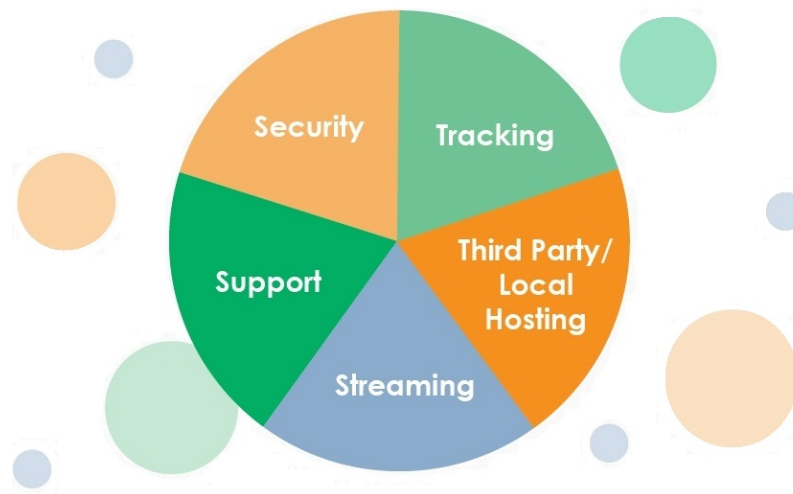
Here are the five most common reasons we hear about why video is too hard to do for learning, and what you can do to mitigate them.

Reason #1: "I can't host video on my LMS."

When we hear this, we most often hear the underlying reason: the ability of the LMS and/or server infrastructure to host and progressively download or stream video. Additionally, you may hear questions about the security of using services such as a private YouTube channel or Vimeo.

To address the concern, you can check into third-party hosting; many Learning Management Systems provide the opportunity to link to video in a third-party package. Third-party services such as Brightcove require purchasing the service separately. However, that purchased service gives you the additional security and user support that you need.

To completely answer the hosting question, there are five main pieces of the pie to figure out, as shown in the figure below. These include security, tracking, third party/local hosting, streaming, and support. It's important to partner with the people in your organization who can help you determine what your best options are for a third-party provider.



Reason #2: "Maintaining these videos is too difficult."

When you or others that you work with state, "I need a video," are you asking yourselves, "Is this content appropriate for video?" Key to determining this answer is to ask how often your content will change. For topics that change quarterly, high-production-quality video may not be the best option.

[\(Click here to read the rest of the article.\)](#)

WE ENJOYED THE ROUNDTABLE SOCIAL!

The Roundtable -- along with all our other communities -- involves a great deal of networking, but we so rarely get the chance to focus solely on getting to know one another. That is why our 2017 December Social was such a treat.



Apply to join our Roundtable for Learning Leaders community

To all who attended, thank you so much for taking time out of your busy winter schedules to come hang out with us for a few hours!

OUR LIST OF L&D TRENDS FOR 2018 AND BEYOND

(Our Learning Team collaborated to write this post.)

We've compiled the following list of learning and development trends that we feel have the most relevance for 2018 and beyond. These have come from conversations with others in our community, the work we do, and our own exploration and professional development.

1. **Video and interactive video** Video is the "new kid on the block" that everyone wants to be friends with, despite not being that new. New technology has made it easier and quicker to produce videos, and many are figuring out how to handle the technical roadblocks like bandwidth and streaming. We've definitely seen an increase in all forms of video for learning and believe that will continue.
2. **Micro-learning** In our recent work with clients, we've been asked to develop shorter bursts of learning, especially eLearning. We've observed that learners expect shorter content and want to consume learning in this way. More so than in previous years, however, we've seen our profession struggling with the definition of microlearning, especially given that it implies that there's macrolearning too. Perhaps the best definition we've found is by Josh Bersin in [this article](#) (see point 3). We'll continue to follow this trend and the research on this topic in the coming year.
3. **Gamification** Using game-like principles and designing them into learning in order to increase learner engagement continues to be a trend. We've observed simple game designs gain popularity with both the clients we work with and the learners who consume the content (e.g., responding to questions about scenarios and being scored on those responses). We've also noticed a trend for more complex gamification using AR/VR simulations.



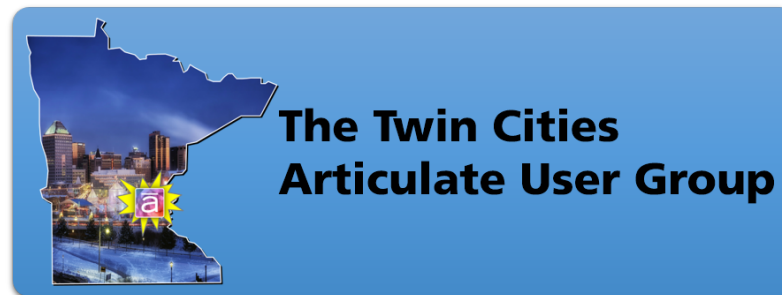
4. **Augmented Reality (AR) and Virtual Reality (VR)** We see companies investing in AR and VR applications for tasks where it's safer to learn virtually rather than in real life--for subjects such as airplane

repair, surgery, etc. AR is also a very effective option for in-the-field performance support like equipment repair. As the technology and tools for creating these experiences expand, we anticipate seeing more and more development of learning and performance support applications that use them as part of the solution if not the whole thing.

[\(Click here to read the rest of the article.\)](#)

ARTICULATE USER GROUP EVENT

You are invited to the next meeting of the Twin Cities Articulate user group: "Storyline 360 Update" and "Storyline-LMS Practices."



Storyline 360 Update: We'll look at how successful Articulate has been at continually improving Storyline 360. We'll also review some of the important differences between 360 and Storyline 3, especially those features developers may find very useful.

Storyline-LMS Practices: This will be a group discussion on using Storyline with a LMS. Emphasis will be on the group sharing the following:

1. Best practices
2. Troubleshooting completion and other technical issues
3. How to proactively avoid issues

Gerry Wasiluk will give an update on Storyline 360, and lead a group discussion on Articulate Storyline-LMS best practices.

Register for this event!

When:

Wednesday, February 7
6:00-7:30 p.m.

Where:

University of St Thomas, McNeely Hall (Room 100)
McNeely Hall, 2115 Summit Ave, St. Paul, MN 55105 [View on Google Maps](#)
We will provide recommended parking information to those who register.
Note: Unfortunately, we aren't able to offer a virtual meeting alternative.

UPCOMING LEARNING OPPORTUNITIES IN THE TWIN CITIES

Professional Association for Computer Training (PACT)

From Random Acts to Results: Evolving Learning and Enablement to a Strategic Profession



February 9, 8:30-11:00 a.m., The Metropolitan Ballroom & Clubroom, Golden Valley

As a consultant and strategist focused on helping individuals adapt and excel in support of their CEO's growth agenda, Juliana Stancampiano has over 15 years of experience in engineering valuable and memorable learning experiences that translate the sales and business strategy into measurable behavior change.

In this session, Oxygen CEO Juliana Stancampiano will share an approach that we believe will modernize our profession between now and 2020, and help us avoid extinction. She'll cover:

- The current state of the industry.

- The urgent need for a new way of working, a new process and a new rapid agile approach to the development and deployment of online learning platforms.

In her session, she'll introduce the Role Enablement method and its components, and share how clients have successfully adopted a role-based approach to corral the random acts and catalyze a new type of conversation between learning professionals and their internal customers. The audience will engage in discussion about what a great learning experience feels like, and how role-based enablement can pave the way for future ways of working.

[Check out this event.](#)

Association for Talent Development - Greater Twin Cities Chapter (ATD-GTC)

12 Steps to Building a Successful Talent & Development Business



February 16, 11:30 a.m. to 1:00 p.m., Radisson Hotel Roseville

The Strategic Leadership Collaborative is guided by Steve Cohen's 40 years of experience and deep expertise in the talent management industry--specializing in business strategy and leadership development. He brings unmatched insight to the business challenges confronted by organizations throughout the world, resulting in real business impact with results that are relevant, tangible, and measurable.

This presentation will be based on the presenter's ATD March 2017 published book, *The Complete Guide to Building and Growing a Talent Development Firm*. Dr. Cohen will first give a high-level overview of all 12 steps needed to establish a sustainably profitable TD business, but then only focus on the 4 or 5 in which the audience is most interested.

[Check out this event.](#)

Executive education opportunities from the University of St. Thomas



OPUS COLLEGE OF BUSINESS
EXECUTIVE EDUCATION

If you're looking for project management development opportunities, St. Thomas Executive Education has two open enrollment courses worth noting:

1. [Certified Professional Project Manager Program](#)
2. [Project Management Prep](#)

**MN Chapter
International Society
for Performance
Improvement**

Topic: Uses of Mobile
Devices

February 27
5:30-8:00 p.m.
Metro State University

[Check out this event.](#)

**Digital Learning
Forum**

Topic: Assessment
Tools for K-12 &
Corporate L&D

February 12
6:00-8:00 p.m.
University of Saint
Thomas

[Check out this event.](#)

**Fredrickson
Roundtable for
Learning Leaders**

Save the date:
March 29
2:30-4:30 p.m.

[Request to join.](#)

**Fredrickson Young
Learning Leaders
Forum**

Topic: Business Acumen
for Learning
Professionals
Speaker: Erik Wakefield

March 15
8:30-10:30 a.m.
Graco

[Request to join.](#)

